EXPRESSOFY

Express Yourself freely, build personality your way

THE STORYLINE

Imagine a class 10+2 student from a **regional language medium school**, eagerly seeking to bridge the gap with the world, especially in the realm of IIT-JEE coaching. However, **it's not physics, chemistry, or maths that trouble them, but rather, it's English!** Sounds intriguing, doesn't it? For them, it's an unconventional challenge that stands in the way of their aspirations.

Frustrated yet determined, these students turn to the vast ocean of app stores and YouTube, hoping to find the solution to their English communication woes. **But alas, disappointment sets in as they discover that most apps solely focus on learning English language skills, rather than honing practical communication abilities**.

The YouTube videos they encounter serve as a **one-way street**, offering theoretical knowledge, but lacking the crucial element of practice that leads to true proficiency. As for the apps with practice modules, they are often self-paced, **lacking the immediate support that these students need to alleviate their stress and make meaningful progress**.

THE STATISTICS

The Problem With The English Language In India: Only about 30% can speak English.

Forbes India

What are the major challenges of learning English in India?

Talknow App

Indeed, over **70% of Indians** are non-native English speakers but are still familiar with the language. To address this, the solution should focus on practical-oriented approaches, providing guided learning experiences to enhance their English communication skills and foster confidence in using the language effectively. By emphasizing real-world applications and interactive exercises, learners can develop **fluency** and overcome **language barriers more efficiently**.

THE SOLUTION

Conversation based on interests

Curated Content

Step by Step Improvement

Discuss with Stranger and AI

Grammar through animated podcasts and stories

Guided Lessons

Dummy conversations

Premium Mentorship

Expressofy

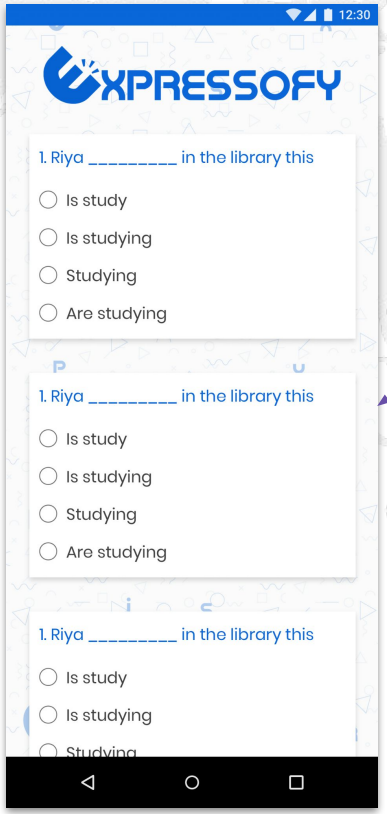
THE PROCESS

Understanding the student's communication level through questionnaire.

Understanding their interests based on their input

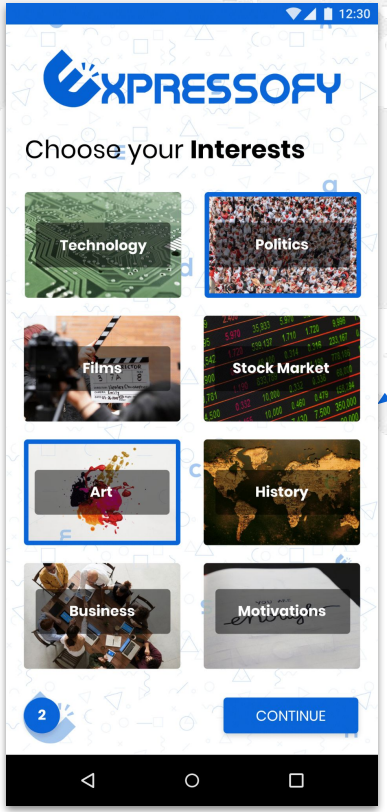
The three steps solutions will be available to them to practice daily in a guided manner.

THE PROCESS



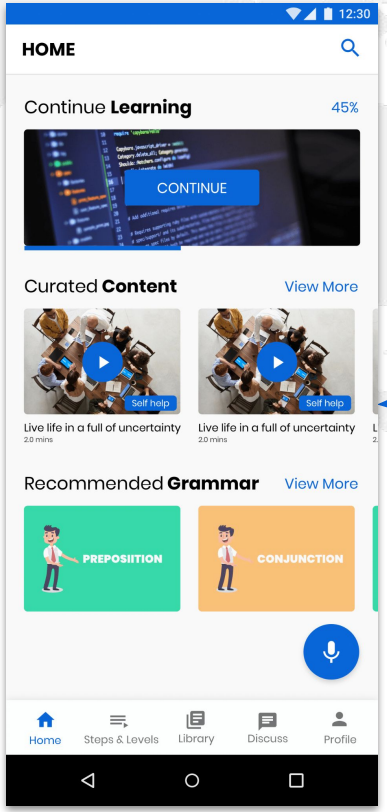
A fundamental survey aimed at gaining a deeper understanding of the student.

THE PROCESS



Collecting interests as input to gain a deeper insight into the student's preferences and hobbies.

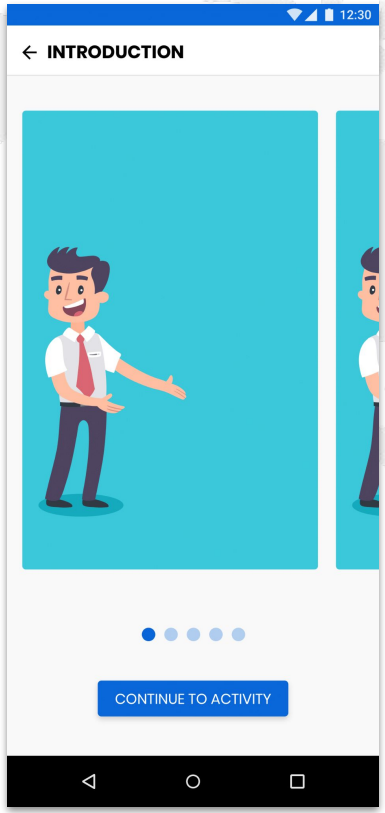
THE PROCESS

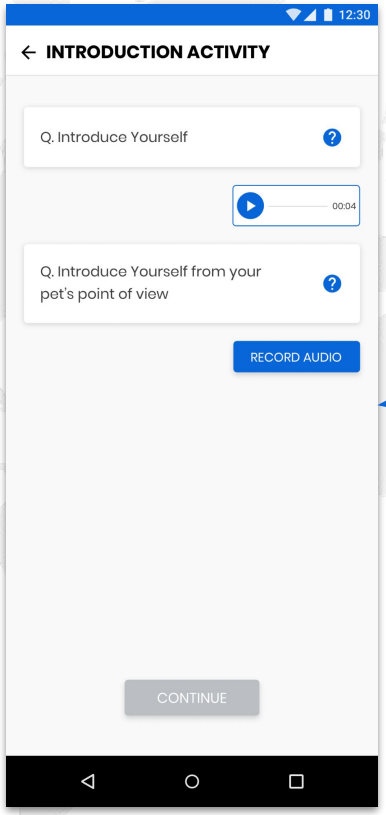


Three progressive steps lie ahead of them:

1. **Main Content:** Embrace comprehensive communication skills by engaging in one-minute daily conversations with AI to enhance confidence.
2. **Curated Content:** Access specially curated materials designed to learn English conversations. Use the cues provided to initiate conversations with AI, another user, or an expert (available in Premium).
3. **Grammar Content:** Immerse yourself in animated podcasts and stories with captivating graphics. Each segment includes a concise one to two-line explanation of the relevant grammar topic.

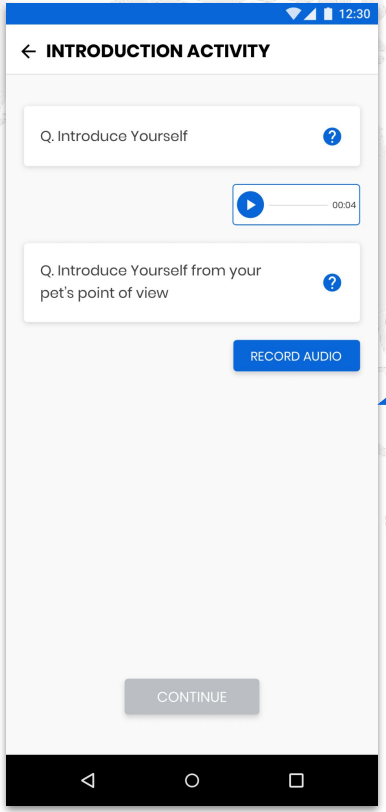
MORE ON THE PROCESS





1. **Visual Cues for daily activities:** Visual cues are images or illustrations used to prompt discussions and engage learners in English practice. They can represent various topics such as daily routines, weather, food, hobbies, and more. By using visual cues, learners can easily initiate conversations and improve their language skills in a fun and interactive way.
2. **Record Yourself and get corrections:** Record yourself speaking in English and receive feedback or corrections on your pronunciation, grammar, and fluency. This practice helps you identify areas for improvement and boosts your language skills through self-assessment and guidance. It's a valuable technique for self-paced learning and building confidence in communication.

MORE ON THE PROCESS

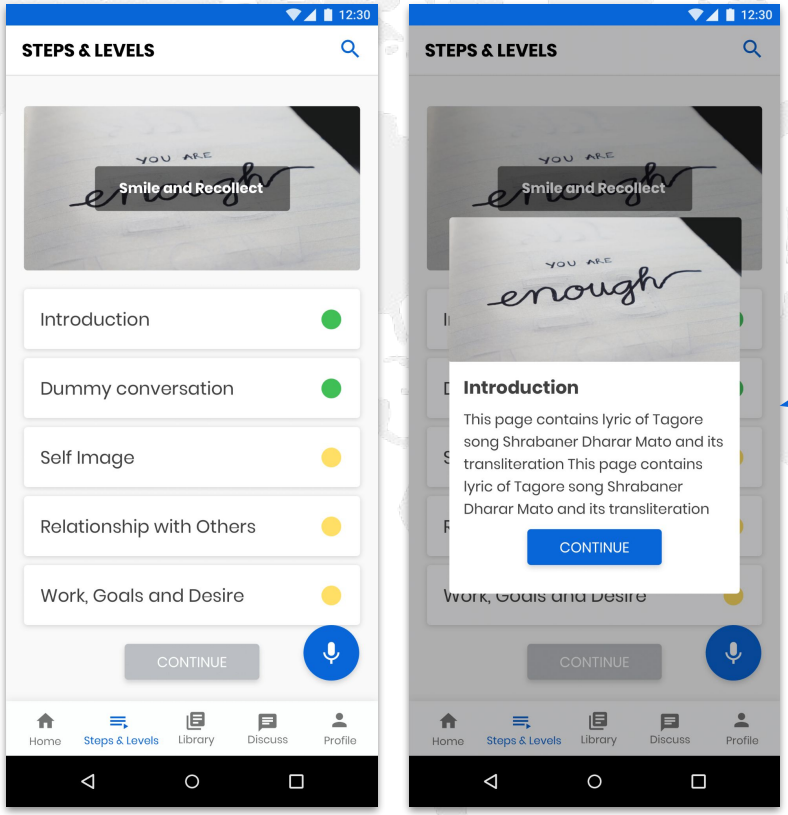


Every step has speaking activities: In every step of the learning process, speaking activities are incorporated to encourage active verbal participation and communication practice.

These speaking activities are designed to reinforce language skills, boost confidence, and facilitate real-world application of the learned concepts.

By integrating speaking exercises at every stage, learners can develop fluency, improve pronunciation, and become more proficient in expressing themselves verbally.

MORE ON THE PROCESS



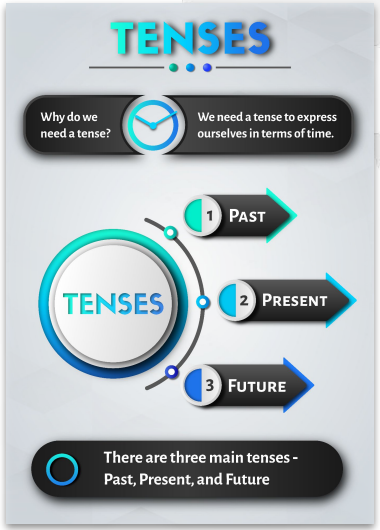
Defined Steps: Having clear and structured steps or learning paths provides students with a roadmap to follow, ensuring a systematic and organized approach to learning.

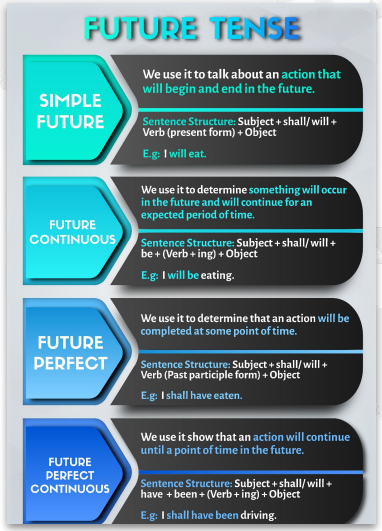
Guided Lesson Discovery: Guided learning enables students to explore lessons with support, helping them grasp concepts effectively and build a solid foundation in the subject.

Student Success: Combining defined steps with guided discovery fosters a conducive learning environment, leading to improved comprehension, skill development, and overall success for the students.

GRAMMAR CUES

The captivating challenge in education lies in transforming small grammar concepts, buried within hefty books, into an engaging and comprehensible experience. Visual cues, presented through informative graphics, offer an effective solution to alleviate worries and make grammar learning enjoyable and easily understandable.





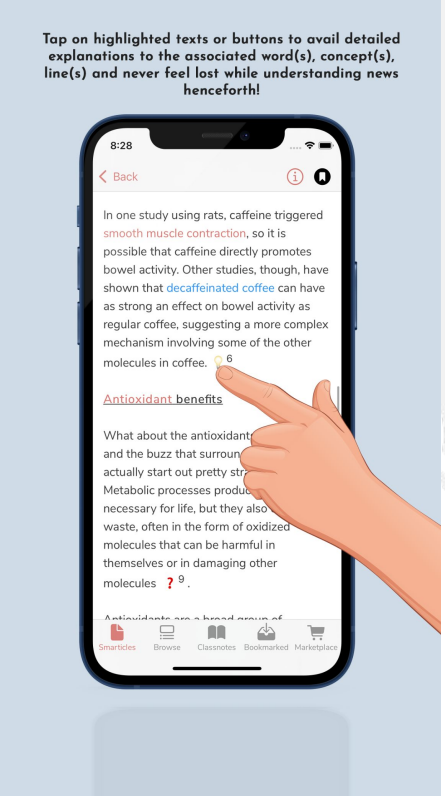
GRAMMAR PODCASTS

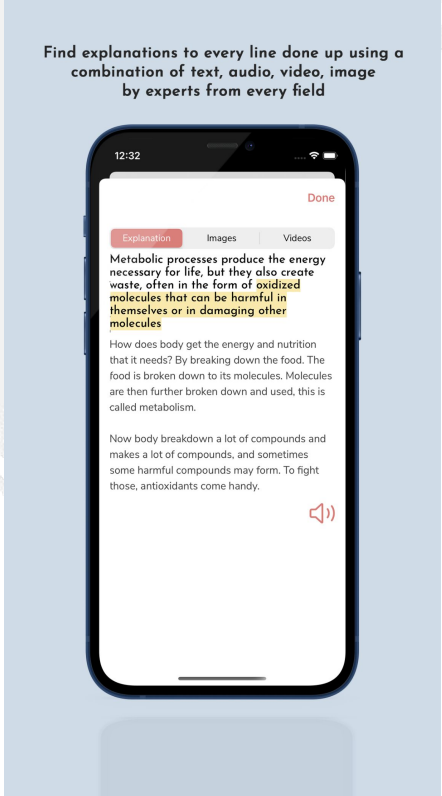
Video Link: https://youtu.be/7oW5qtMs7g0

SMARTICLES

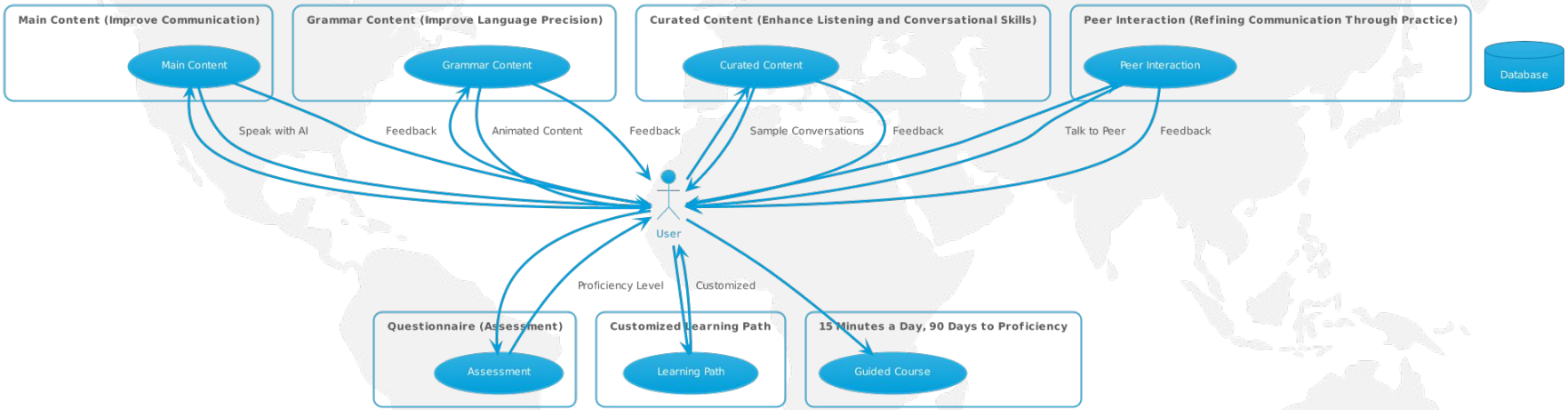
"Smarticles," driven by the **Reading Right** platform, is an innovative tool tailored to stimulate user engagement with **current, educationally pertinent news articles**. Users will not only read these articles but also delve deeper into understanding their content. What sets this experience apart is its unique feature of encouraging users to **initiate discussions based on the articles they've read**. These conversations can take various forms, from chatting with fellow users or an AI assistant to sharing insights and opinions with friends.

The ultimate goal goes **beyond merely improving communication abilities**. It extends to fostering overall self-confidence in users. Engaging with a diverse range of topics through conversations not only enhances language skills but also broadens **knowledge horizons**.





PROCESS FLOW DIAGRAM



A CONTEST THAT LACKS TRUE COMPETITION.

Our **structured program** consists of **three core components**: primary content for enhancing **communication**, grammar modules for improving **language precision**, and curated material to refine **listening skills** and **practice conversational scenarios**. Each section integrates interactive features, allowing students to engage with AI and peers. This guided approach ensures specific outcomes within a defined timeframe, established through an initial questionnaire to assess proficiency levels.

In contrast to competitors, our **comprehensive course** provides a holistic learning experience, combining targeted communication, grammar, and practical listening exercises. The incorporation of AI-driven conversations and peer interactions offers a unique blend of personalized learning and real-world application, setting us apart in delivering measurable progress for our students.

SOME OF THE COMPETITOR

CAMBLY

HOW DO WE DO THAT?

To achieve this, we implement the following strategies:

1. **Cues for Engagement:** We incorporate prompts or cues within each content section, serving as conversation starters with both our AI and peer interaction features. These cues encourage active participation and discussions, enhancing language practice.

2. **Real-time Feedback:** Immediate feedback is provided privately to you, highlighting mistakes and areas for improvement. This approach fosters a continuous learning process by addressing specific language challenges.

3. **Voice-Based Communication:** Our platform exclusively supports voice-based communication, allowing you to practice speaking and listening skills effectively. This immersive experience promotes fluency and natural conversation.

4. **Efficient Learning:** Our guided course is designed to be efficient, requiring just 15 minutes of daily commitment. Over the course of 90 days, this structured approach ensures measurable progress and increased confidence in your English communication skills.

These unique features set us apart by combining effective language practice with convenience and real-time personalized feedback, making your language learning journey both productive and enjoyable.

FUTURE DEVELOPMENT - GAMIFICATION

Language Challenges: We'll create fun language challenges with different difficulty levels. You earn points and rewards for completing these challenges, keeping you engaged and motivated.

Progress Tracking: You can track your progress with visual indicators like progress bars, badges, and leaderboards. Compete with others to reach the top.

Narrative-based Learning: Immerse yourself in interactive stories where your language choices impact the outcome. It's like learning through adventure.

Role-Playing: Practice real-life communication scenarios like job interviews or client meetings. Improve your language skills while having fun.

Vocabulary Games: Enjoy vocabulary quizzes, crossword puzzles, and word searches. Earn points and virtual currency for correct answers.

Skill Trees: Visualize your language journey as a skill tree. Complete tasks, unlock new branches, and watch your language proficiency grow.

Quests and Missions: Embark on language quests and missions with clear learning objectives. Completing them means real progress.

FINANCIAL PROJECTION

TOTAL ADDRESSABLE MARKET

According to a study by Grand View Research, the global market for language learning apps is expected to reach **$13.2 billion by 2028**. The English language learning segment is expected to be the largest, accounting for over **40%** of the market.

Ad-Based Revenue:

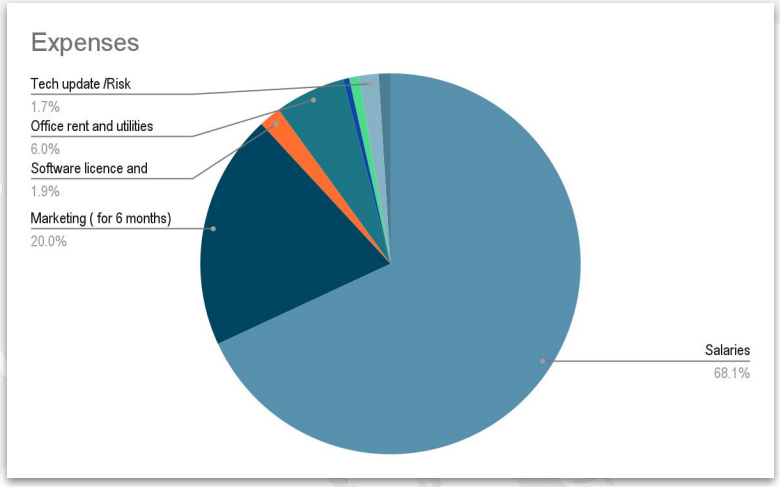
1. Implement non-intrusive ads within the app.
2. Consider using display ads, video ads, or native advertising to maintain a seamless user experience.
3. Partner with relevant advertisers or ad networks to generate revenue through impressions, clicks, or video views.

In-App Purchase for Peer-to-Peer Guided Conversations:

1. Offer premium packages that provide additional opportunities for guided conversations with peers.
2. Differentiate between free and paid versions, with the letter granting access to more extensive and personalized interactions.
3. Provide options for users to purchase conversation credits or unlock specific features for enhanced communication practice.

1 YEAR EXPENSES

Expense Category	Yearly (in INR)	Monthly (in INR)
Salaries	4080000	340000.0
Marketing(for last 6 months)	1200000	200000.0
Software licence and subscription	112320	9360.0
Office rent and utilities	360000	30000.0
Office supplies	30000	2500.0
Legal and accounting fees	50000	4166.66
Tech update /Risk managements/ buffer	100000	8333.33
Travel and Food	60000	5000.0
TOTAL	**5992320**	**499360.0**



REVENUE MODEL

1 - Tokens for Buying Minutes

1. Users purchase tokens for accessing specific features.
2. Advantages:
    a. Flexibility in payment.
    b. Pay for specific usage.

2 - Subscription Model

1. Users subscribe monthly, quarterly, or yearly.
2. Advantages:
    a. Predictable, recurring revenue.
    b. Encourages long-term commitment.

3 - Ads Revenue on Non-Subscribers

1. Non-subscribers access for free with ads.
2. Advantages:
    c. Generates revenue from non-subscribers.
    d. Allows free access.

Hybrid Approach: Combine models for flexibility.

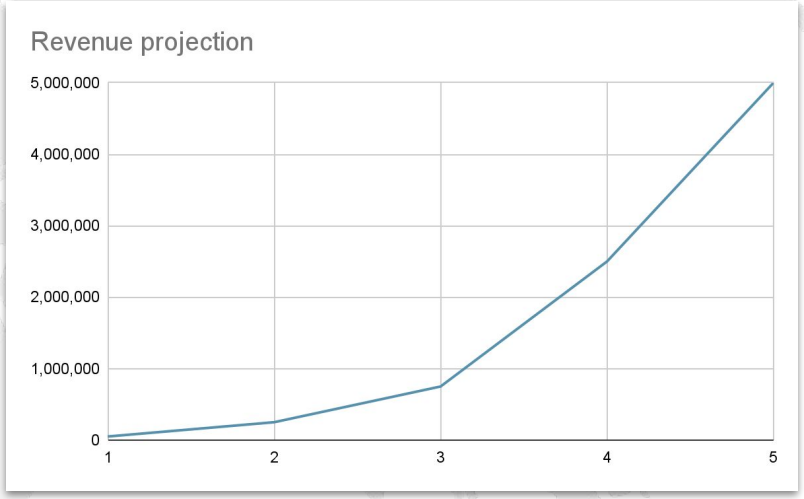
Premium Features: Enhance subscription plans.

Trial Periods: Attract users with trials.

User Feedback: Continual improvement.

FINANCIAL PROJECTION

Year	Number of Users	Revenue (in INR)	Notes
1	**50,000**	**25,00,000**	Strong launch and early adoption
2	**250,000**	**1,80,00,000**	Aggressive marketing and partnerships
3	**750,000**	**7,20,00,000**	User engagement and premium features
4	**2,500,000**	**36,00,00,000**	Market leader, corporate clients
5	**5,000,000**	**108,00,00,000**	Dominant position, diversified rev.



FUTURE EXPANSION

Offline Institute Collaboration:

1. **Language Institutes:** Partner with language institutes and coaching centers that offer English language courses. Expressofy can serve as a supplementary digital learning tool to enhance students' practical communication skills.

2. **Teacher Training Programs:** Collaborate with institutes that provide training for language teachers. Offer Expressofy as a resource for teacher development, enabling educators to better guide their students.

3. **Certification Programs:** Explore partnerships with institutes offering certification programs in language proficiency. Users who complete Expressofy modules can earn credits or certifications recognized by these institutes.

FUTURE EXPANSION

College Collaborations:

1. **Language Departments:** Partner with college language departments to integrate Expressofy into their curricula. This can provide students with practical language skills alongside their academic studies.

2. **Career Development Offices:** Collaborate with college career development offices to offer Expressofy as a career readiness tool. Effective communication is crucial for job interviews and professional success.

3. **Student Associations:** Engage with student associations and clubs focused on language and communication. Sponsor events or workshops that promote Expressofy's benefits.

FUTURE EXPANSION

Corporate Collaborations:

1. **Employee Training:** Collaborate with corporations, especially those in the IT and BPO sectors, to provide Expressofy as a resource for employee language training. This can enhance communication skills for client interactions.

2. **Corporate Subscriptions:** Offer corporate subscription packages, enabling companies to provide Expressofy to their employees as a benefit. Customized modules can target industry-specific language needs.

3. **Language Assessment:** Collaborate with corporations for language assessment tools. Expressofy can be used to evaluate and improve the language skills of prospective employees during recruitment processes.

TEAM

Som Sankar Naskar

Founder

Som is a B.tech in Computer Science Engineering with 8+ years experience in Full Stack Software Development and product engineering. He is a certified Machine Learning engineer.

THANK YOU